Re iterative process: field evaluations and refinements

INSTALLATIONS AND PROBES
In order to quickly evaluate storytelling concepts, explore the layout and quickly deploy probes a Flash AS2.0 prototype was developed.

**HIGH FIDELITY PROTOTYPE**
EVALUATION PROTOCOL FOR OUR IDEAS

Greenberg and Buxton argue that evaluation is some cases can be ineffective or even harmful if we blindly follow “by rule” rather than “by thought” [1].

England et al claim that traditional HCI models tell us little about the relationship resulting from the interaction with interactive digital art [2].

With this in mind we defined an evaluation protocol based on work from the analytical framework of Mathew et al [3], the three main user engagement trajectories: perception, interaction and engagement phases [3].

PILOT PROBE IN OUR LAB MEETING’S SPACE
INSIGHTS

• From a few days probing:
  – Curiosity
  – Puzzled by the ambiguity
  – Creative use

• Next probe:
  – In a bigger, public space,
  – Exquisite corpse experiment,
  – Extend the interface from twitter to a easier immediate input keyboard
MSG INSTALLATION AT THE HALL OF MADEIRA TECNOPOLÔ

During four afternoons (1pm-5pm) with the installations being perceived by ninety-five (95) passersby.

The virtual airport display was retro projected onto a glass store front with the sound effects of the animations being heard throughout the hall.
HELLO I'M THE GHOST IN THE AIRPORT PANEL. I'D LIKE FOR YOU TO STOP CALLING ME AN OLD FASHIONED DISPLAY. THANK YOU, THE PANEL...
MAIN INSIGHTS FROM THE SECOND PROBING

• Users immediately recognized the display as “the one from the airport” and demonstrated curiosity in understanding the purpose of the installation. People wandered if the stories were displayed or coming from the airport.

• Not everyone is an author: “Story telling is hard” Passersby prefer to read the stories then contribute.

• Storytelling and MStoryG require high exposure (high foot traffic) and leisure or waiting spaces locus affordances.
FNC0313 – UMa Installation

3rd probing

MStoryG was located at the hall of University of Madeira over a 5 week, two-part deployment.

The objective of this installation was to verify our insights from the previous probes while testing three interaction modalities for passersby: Twitter, Facebook and SMS.

International authors were invited as the main body of content for the installation and a travel-related story theme was defined.
Call for authors

- We're considering Nano fiction a bit like Twitter Fiction. Our difference is that we aren't limited to 140 characters like Twitter but to the 260 alphanumeric or 360 total flaps. We could have multiple "slides" or "pages".

- Keep in mind that we word break for more legibility so realistically you end up with less than 260 characters. If you use the authoring platform then its up to you, the author, to decide how to break the words thus you may use the 360 characters.
MSTORYG’S FNC0313 3RD INSTALLATION DEPLOYED AT THE UNIVERSITY’S MAIN ENTRANCE HALL

A projector displayed stories while speakers were used for the sound animations. A roll up and some posters with origami planes were spread around campus describing the installation and enticing contribution.
PARTIDAS 18. 26 DEPARTURES

Hora/Time  Comp. Aérea/ Airline  Voo/Flight  Destino / Via  To / Via  Relação/Check-in  Porta/Gate  Observações/Remarks

AIRPLANE READING RAIN AS A MEDIATED THING AT AIRPORT DROPLETS ON WINGS ST DAMS SYPHONED INTO GUT TERS ANIMATIONS OF IT ON SC REENS.

FNC0313  Março2013

Participa, utiliza a tua conta do twitter para partilhar a tua história.
Se for selecionada, será exibida no painel.
Participa, utiliza a tua conta do twitter para partilhar a tua história.
Se for selecionada, será exibida no painel.
TWITTER AND FACEBOOK INPUT PAGES

A Public Space
Digital Storytelling
Installation

FNC 0313
March 2013

Universidade da Madeira

FNC0313 is a installation within the scope of project: Madeira Story Generator. Baseado no conceito de "community storytelling", convida os espectadores a partilha dos seus relatos e histórias relacionadas com a temática do evento.

Para participar envia um tweet para @M-StoryGenerator, com a sua história e se for seleccionada será exibida no painel.

@2013. Twitter About HelpTerms Privacy Blog Static Apps Resources Join Adventurers Businesses Media Developers
FNC0313 – the STUDY

• Installation ran for five weeks over a two month period (before and after Easter break).

• Sixteen observation sessions were performed totaling fifteen (15) hours.

• Four invited authors and writers, two American and two Portuguese, contributed with forty-six (46) stories while eight (8) passersby contributed with nine (9) stories.
FNC0313 – the FINDINGS

• During our semi-structured interviews, passersby referred to preferring to read the stories rather than sharing their own. Reasons ranged from people not feeling up to the job, to not wanting to share, privacy and lack of interest in authoring…Lack of familiarity with twitter

• The display being a virtual prototype had intrinsic problems: visibility with light condition changing, ambiguity suffered.. *why an airport display if it is a flash replica anyway*.. Lack of physicality which was a big attraction factor with the real board

• Authors were excited in participating. Both the American authors were accustomed to this notion of very short stories or Twitter Fiction. The Portuguese writers felt compelled to write quality stories in 140 characters and felt rewarding when they surpassed the challenge.

• One of the authors commented on how the installation was a “fascinating intersection between technology and humanities”. Another author described the storytelling medium as “thrilling” and “thought provoking”.

SUMMARY OF INSIGHTS

Passers by find providing stories a difficult task
Privacy is an issue, and also asking people to write up a story is a bit task. A comment or a sentence about their preferences might elicit more response (see Candy Chang)
Or comment of news of public domain.. With an author as moderator and provocateur (See Jenny Holtzer).

Professional writers and artists are enthusiastic
Professional writers and artists are thrilled by the challenge of new media, the ambiguity of the board, and the 15 min. of fame claim. More formats can be explored and different types of authors can be involved, from journalists, to comics artists etc..

Authoring platform for the board: not only textual
A more flexible authoring input would help people participate. Also allowing graphics and animations to be inputted, that would inspire visual artists and graphic designers to participate

Virtual prototype versus real physical board
There is difference between the reaction of people to the real board and the virtual prototype. The physicality of the board has a lot of charm, and really makes the display work as a ambiguous and re purposed object, Challenging authority and democratizing information. The Hi Fi prototype does not function in the same capacity.
Final installations deployment with the physical Solari display

MSG AT FUNCHAL AIRPORT
Mstory G Physical installation at the Airport of Madeira - baggage retrieval hall.
Or write your story here
Ou escreve a tua história aqui
- Peter T. Hornas
- At check-in, Bob suggested we upload it all to the cloud. We noticed a tutor from the queue behind us. It was Edward Snowden.
- Eavesdropping.
Open Issues

• Challenging authority: Top down Control issues still at work:
  
  Airport authorities interference - The location was not ideal, neither the position in the room…but they did give us permission…

• Difficulties in engaging the general public
  
  - Use of news or provocations (Jenny Holtzers style)
  - Creating engaging and privacy sensitive calls for the public to engage (Candy Chang).
  - Payoff for posting on the board unclear

• Specific and flexible MSG Authoring Platform
  
  - Authors loved it. Publishing on unusual platoform; publishing in real time at a distance, on public dysplay; repourposing issues;
  - More than text: Engage visual artists and designers to provide entertainment through the board
Open Issues

• Now the MSG Board at the institute is used for experiments..
• Open storytelling challenges (creative writing class), internal announcements, showing off with guests, occasional story still appears...
• Waiting to find a student that wants to take it to the next level: IDEAS?
• What would YOU use it for?
<table>
<thead>
<tr>
<th>Time</th>
<th>Airline</th>
<th>Flight</th>
<th>Origin / Via</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>15:00</td>
<td>REITOR</td>
<td>CASTANHEIRA COSTA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>VP GR</td>
<td>JOAO CUNHA E SILVA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>SRERH</td>
<td>JAIME FREITAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>SRCTT</td>
<td>CONCEICAO ESTUDANT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>P.CG UMA</td>
<td>FRANSISCO COSTA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>D.CMU PT</td>
<td>JOAO CLARO</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TALK BY ELISE LECLERC
USING TECHNOLOGY TO ADDRESS SOCIAL ISSUES

5 PM M-ITI CLASSROOM

INFO WWW.M-ITI.ORG
FB MADEIRAITI
<table>
<thead>
<tr>
<th>Hora Time</th>
<th>Comp. Aérea Airline</th>
<th>Voo Flight</th>
<th>Origem / Via From / Via</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MY PARENTS FOUND ME</td>
<td>WORKING THE KEYBOARD WITH MY NOSE. MOM CRIED. DAD UNCHAINED MY HANDS REALIZING THERE WAS NO CURE FOR BEING A WRITER.</td>
<td></td>
</tr>
</tbody>
</table>
CHEGADAS

Arrivals Board

<table>
<thead>
<tr>
<th>Time</th>
<th>Airline</th>
<th>Flight</th>
<th>Destination / Via</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:59</td>
<td>PRRRRR</td>
<td>ALLELUJA</td>
<td></td>
</tr>
</tbody>
</table>
PUBLICATIONS:

CHIITALY 2013
Competing for your attention: generating curiosity through a repurposed airport public display

ICIDS 2013:
Storytelling and the use of social Media in digital Art Installtions

INTERACT 2015:
MstoryG: Exploring serendipitous storytelling within high anxiety public spaces
Thank you for listening!
Questions?